

CBCS SCHEME



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18MBAMM405

Fourth Semester MBA Degree Examination, Aug./Sept.2020

Rural Marketing

Time: 3 hrs.

Max. Marks: 100

Note: Answer any Five full questions.

- 1 a. Define Rural Marketing. (03 Marks)
b. Explain the steps in developing effective communication for rural marketing. (07 Marks)
c. Briefly discuss the Indian rural market environment. (10 Marks)
- 2 a. What is Complex buying behavior? (03 Marks)
b. What are the benefits of corporate driven agri – business system in India? (07 Marks)
c. Discuss the marketing strategies for fertilizer industry. (10 Marks)
- 3 a. What are Consumer durables? (03 Marks)
b. Discuss the characteristics of Indian FMCG sector. (07 Marks)
c. Explain briefly the marketing strategies for banking sector. (10 Marks)
- 4 a. Give the classification of fertilizer industry. (03 Marks)
b. What are the challenges faced by Indian tractor industry? (07 Marks)
c. Explain the consumer buying process. (10 Marks)
- 5 a. List the three types of players involved in marketing of agricultural produce. (03 Marks)
b. Explain the characteristics of rural consumers. (07 Marks)
c. Discuss the strategies to promote marketing of agricultural produce. (10 Marks)
- 6 a. List down 3 challenges faced by companies in rural distribution. (03 Marks)
b. Draw and explain the distribution model of durable goods companies. (07 Marks)
c. Explain the importance of two – step flow of communication of rural media. Also discuss the influence of consumer behavior on communication strategies. (10 Marks)
- 7 a. Draw the AICDA model of communication. Need not explain. (03 Marks)
b. Write the difference between rural and urban markets. (07 Marks)
c. Draw and explain the distribution models of FMCG companies. (10 Marks)
- 8 This case discusses the rural marketing initiative of XYZ Motors Limited briefly, which is a leading two wheeler company in India.

XYZ, which was the result of a joint venture between Japan based company “PQR” and India – based ABC Limited, began its operations in 1980. In late 2000, XYZ started putting emphasis on the rural markets. In December 2000, the company started a separate “rural vertical”. To strengthen its network in rural areas, the company started sales, servicing and spare part outlets in several small towns and villages across the country. The Company recruited local people as sales executive and trained them to market its products to rural consumers.

In the fiscal year 2001 – 02, the sales of XYZ from the rural market amounted to 50 percent of the total sales compared to 35 percent during the fiscal year 2000 – 01.

Questions :

- a. What should be the growth strategies of XYZ over the years? (05 Marks)
- b. Analyse and make the rural marketing strategies for ‘XYZ’. (05 Marks)
- c. What could be the challenges that the company would face in applying the above strategies made for the rural markets? (05 Marks)
- d. Discuss in brief the potential of Indian rural market for two wheeler. (05 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.